

**METHODS AND APPARATUS FOR CONTROLLING INTERACTIVE
TELEVISION INFORMATION AND COMMERCE SERVICES**

Abstract of the Disclosure

5 An apparatus is provided for an interactive television commerce environment,
acting as a central point of control and information for enabling and facilitating
information distribution and transactions in this environment. The apparatus is an essential
element of an interactive television (ITV) commerce system, and enables the introduction
of interactive commerce services in cable, satellite, and other broadcast networks. Other
10 services provided include interfacing with off-line interactive ads, historical review and
tracking services for users, and providing feedback and ITV ad modification capabilities to
advertisers. The apparatus, residing at a local head end, can also add to or modify ads by
inserting content of local relevance.